



OVERVIEW

# CALGARY-INDIA DISCOVERY MISSION MARCH 2020

**calgary** economic  
development  
be part of the energy™



"India has grown in recent years as a destination and trade partner for Calgary's goods and services. We've only just begun to scratch the surface of our economic potential in this market," said Mayor Naheed Nenshi.

"This mission is part of our strategy to develop a partnership that will advance investment interest, attract key tech talent, grow the roster of filmmakers and studios coming to Calgary to take advantage of our landscapes and film centre, and cultivate links between our respective educational institutions."



**Mayor Naheed Nenshi**  
The City of Calgary



# OVERVIEW

*Calgary in the New Economy* is an economic strategy built by more than 1,800 Calgarians with the help of The Boston Consulting Group (BCG). The strategy establishes clear goals for economic development in the Calgary region including sector-specific growth, fortifying the innovation ecosystem, attracting talent, and creating trade and investment opportunities in emerging markets, such as India. As such, Calgary is the city of choice for the world's best entrepreneurs as we embrace technology to solve the world's greatest challenges: cleaner energy, safe and secure food, efficient movement of goods and people , and better health solutions.



The mixture of traditional strengths and fast-growing economic performance in India also provides an opportunity for Calgary's post-secondary institutions to form unique research partnerships and promote trade in educational services between Calgary and India.

The Calgary-India mission 2020 was to gain a deeper understanding of opportunities for Calgary in India and develop a launchpad to foster long-term networking and partnership relationships. In March 2020, Calgary Economic Development led a technology, talent, and investment attraction focused mission to three major cities in India: Delhi, India's capital. Bangalore, the global technology and innovation hub, and Mumbai, the entertainment hub.

This mission was organized by Calgary Economic Development in partnership with the City of Calgary and Calgary's post-secondary institutions. Calgary Economic Development also partnered with the Alberta Trade Commissioner Service in India and Confederation of Indian Industry to identify significant opportunities, devise a strategic Mission plan, and align on mutual objectives. Collaborating organizations included the World Economic Forum's Young Global Leaders and Global Shapers Hub (New Delhi and Mumbai), the World Economic Forum's Centre for Fourth Industrial Revolution, Young Indians, Shastri Indo-Canadian Institute and the Canadian High Commission in Delhi.

The mission delegation engaged with strategic stakeholders including Chief Minister of Delhi, senior government secretaries, significant business leaders within a variety of high-growth industries, and post-secondary institutions. This connectivity was created through official site visits, business and industry roundtables, bilateral meetings, seminars, and social summits.

Learning outcomes from the mission will guide a longer-term strategy to build partnerships in India that provide critical linkages to advance business and investment attraction, accelerate talent development, and grow educational linkages between Calgary and India.



**Embracing innovation, and creating solutions to meet the world’s most fundamental needs in food, health, energy, and transportation.**



## TAKEAWAYS

# OPPORTUNITIES IN INDIA

The delegates participated in conferences and meetings with local industry clusters, government and educational organizations, tours of various research and development facilities, and participated in the International India Film Festival Tourism Conclave (IIFTC). Delegates also had individual business-to-business meetings with potential government and business partners in all three cities. Below are some key takeaways from the mission.

### GLOBAL SKILLS CENTRE

One-on-one meeting between Calgary Mayor Nenshi and Mr. Manish Sisodia, Deputy Chief Minister of Delhi, resulted in mapping the skills and industry linkages between Calgary and Indian companies. Follow-up conversations will be on co-creating training modules, technical infrastructure, exchange programs and joint investments for long-term partnerships in developing influential global skill centers.

### POST-SECONDARY INSTITUTIONAL COLLABORATION

Dr. Ramgopal Rao, Director of Indian Institute of Technology (IIT), along with members of IIT international partnership team met with the delegation in Delhi. Discussions led to the importance of existing linkages between the University of Calgary and IIT through industry-led programming.

Conversations on potential projects that will increase partnership opportunities between IIT and Calgary's post-secondary institutions include collaboration on research and education, managing exchange programs, and coordinating job placements. In Bangalore, on a site visit to the Wipro campus, the delegation held meetings with prominent technology, talent, and transformation industry stakeholders. With Wipro's substantial presence in Calgary, discussions focused on advancing Wipro initiatives in Calgary around incubation labs and innovation centers.

## AGRIBUSINESS

At the Ministry of External Affairs, growing demand for plant-based protein within the Indian market was highlighted as an emerging international trade opportunity. This led to discussions around advancing Alberta's agribusiness export opportunities for plant-based protein in India.



## ENERGY

Also at the Ministry of External Affairs, it was emphasized that India's economy is moving towards a natural gas-based energy mix with a goal to increase usage from five per cent in 2020 to 16 per cent by 2025. This poses a real opportunity for Alberta's energy sector to initiate projects in energy transmission and distribution in tier-two cities, especially in the northeastern states of India.

## CREATIVE INDUSTRIES

Luke Azevedo, Commissioner of Film, TV and Creative Industries at Calgary Economic Development, met with Joint Secretary TCA Kalyani, and the National Film Finance Corporation. Discussions focused on opportunities for international partnerships, film industry digital transformation and trends, and incentives for film production in Calgary and India. The discussion concluded with an understanding of exploring the next steps to create a value proposition focused on Calgary's location advantage, high-skilled talent, ease of doing business, and incentives for filmmakers that aligns well with respective markets within India.

As Bollywood cinema serves as a medium to introduce international cities to a range of audiences across the world, potential for expanding linkages between cinema and tourism was also discussed.



Joint Secretary Ms. TCA Kalyani and Luke Azevedo, Commissioner of Film, Television & Creative Industries, CED were able to develop a quick understanding and rapport around exploring the partnership.



## TECHNOLOGY AND INNOVATION ECOSYSTEMS

In Delhi, a social summit on imagining and creating ecosystems for global change and entrepreneurial innovation was organized by the Confederation of Indian Industry (CII) in collaboration with the Global Shapers and Young Indians. The summit focused on introducing Calgary as the city of choice in Canada for the world's best entrepreneurs, through embracing innovation, and creating solutions to meet the world's most fundamental needs in food, health, energy, and transportation.

In Bangalore, leading technology startups and SMEs joined an industry roundtable aligned with Calgary's emphasis towards emerging as one of the leading technologies and startup innovation ecosystems.



**The Mayor of Calgary underlined that companies will lead the \$18.4 billion spend on digital transformation in Alberta through 2022.**



## BILATERAL TRADE AND INVESTMENT

Industry roundtables and discussions highlighted the incredible potential that India and Calgary have in terms of bilateral trade and investment opportunities, leading to continued encouragement for industry and government to improve ease of doing business.





# MISSION PARTICIPANTS AND PARTNERS

## **City Of Calgary**

**Mayor Naheed Nenshi** - The City of Calgary

**George Chahal** - City Councillor

## **University Of Calgary**

**Dr. Edward McCauley** - President and Vice-Chancellor

## **Mount Royal University**

**Dr. Timothy Rahilly** - President and Vice-Chancellor

## **Bow Valley College**

**Isha Sehgal** - Overseas Representative, New Delhi

## **Calgary Economic Development**

**Luke Azevedo** - Commissioner, Film, Television & Creative Industries

**Patrick Mattern** - Vice President of Business Development

**Nancy Knowlton** - Chief of Staff

## **Alberta-India Trade Commissioner Service**

**Rahul Sharma** - Managing Director and Counsellor Commercial, Alberta

## **Government of Canada**

**Nadir Patel** - High Commissioner of Canada in India

## **Confederation of Indian Industry**

**Parvinder Singh** - Head of North America, International Department

# SUMMARIZED MISSION AGENDA

## CITIES BY FOCUS SECTORS:



**New Delhi**

**March 1 to 3**

Advanced manufacturing, (ICT) information and communication technologies and government relations



**Bangalore**

**March 4 to 5**

Tech talent



**Mumbai**

**March 6 to 7**

Creative industries and cross-sectoral

### Sunday, March 1st, 2020

Time	Activity	Location
3:35 a.m. (IST)	Travel to New Delhi (Calgary, CA to New Delhi, IN)	Indira Gandhi Intl. Airport, New Delhi
12:30 to 1:30 p.m.	Lunch and briefing	Hotel Taj Palace
1:30 to 2:00 p.m.	Briefing to the delegation	Business Centre at Hotel Taj Palace
5:30 to 7:00 p.m.	Dinner hosted by High Commissioner Mr. Nadir Patel	Canadian High Commission

### Monday, March 2nd, 2020

Time	Activity	Location
8:00 to 9:00 a.m.	Morning briefing	Hotel Taj Palace
10:30 to 12:30 p.m.	Industry roundtable	CII HQ
12:30 to 1:00 p.m.	Media Interviews, Networking	CII HQ
1:30 to 4:30 p.m.	Interaction at Indian Institute of technology Delhi	IIT Campus
4:30 to 6:30 p.m.	Delhi Social Summit	Canadian High Commissioner's Residence
5:00 to 6:30 p.m.	Parallel Bilateral Meetings	Canadian High Commissioner's Residence
6:30 to 8:30 p.m.	Canadian High Commission dinner reception	Canadian High Commissioner's Residence



## Tuesday, March 3rd, 2020

Time	Activity	Location
8:30 to 8:45 a.m.	Morning briefing	Hotel Taj Palace
9:30 to 10:30 a.m.	Visit to a government secondary school	State-run school
		Shaheed Hemu Kalani Sarvodaya
11:00 to 11:30 a.m.	Meeting with Deputy Chief Minister Manish Sisodia	Delhi Secretariat
12:00 to 12:30 p.m.	Bilateral meetings	Delhi Secretariat
1:00 to 2:00 p.m.	Working Lunch	Ministry of External Affairs building
2:00 to 6:30p.m.	Bilateral meetings	High Commissioner of Canada
2:30 to 3:30 p.m.	Meeting with Sanjiv Singh, Chairman, Indian Oil Corporation	
3:30 p.m.	IOCL meeting delegates transfer to Ministry of Petroleum	IOCL corporate office
3:00 to 4:00 p.m.	Meeting with Joint Secretary Information and Broadcasting	
4:00 to 4:30 p.m.	Meeting with Ministry of Petroleum and Natural Resources	Shashtri Bhawan
4:45 to 5:30 p.m.	Meeting with Vikas Swarup	Vigyan Bhawan
5:30 to 6:30 p.m.	Shastri Indo-Canadian Institute (SICI) Roundtable	Taj Palace Hotel
6:00 to 6:30 p.m.	Meeting with Stewart Beck, Asia Pacific Foundation	MEA offices
7:00 p.m.	Technology-focused roundtable dinner	Taj Palace Hotel

## Wednesday, March 4th, 2020

Time	Activity	Location
8:05 to 10:50 a.m.	Flight from New Delhi to Bangalore	Bangalore Int'l Airport, Karnataka
12:05 to 2:45 p.m.	Bangalore briefing	Bangalore Int'l Airport, Karnataka to Taj West End
4:30 to 5:30 p.m.	Industry roundtable	ITC Windsor
5:30 to 6:00 p.m.	Networking break and media interaction	ITC Windsor
6:00 to 7:30 p.m.	1:1 meetings	ITC Business Center
7:30 to 9:00 p.m.	Bangalore Social Summit and dinner	ITC Windsorw

### Thursday, March 5th, 2020

Time	Activity	Location
6:30 to 8:00 a.m.	Morning briefing	Taj West End
9:30 to 11:30 p.m.	Visit to Wipro IT Campus	Electronics City
2:30 p.m. and onwards	Flight from Bangalore to Mumbai	Chhatrapati Shivaji International Airport, Mumbai
7:00 p.m. and onwards	India International Film Tourism Conclave (IIFTC) Tourism Impact Awards Dinner	The Leela Mumbai

### Friday, March 6th, 2020

Time	Activity	Location
8:00 to 9:00 a.m.	Breakfast meeting with Mphasis	The Leela Mumbai
9:30 to 2:00 p.m.	IIFTC Event and Lunch	The Leela Mumbai
11:00 to 11:30 a.m.	(1:1 meeting with creative industry members)	The Leela Mumbai
2:30 to 3:30 p.m.	Filming in Calgary panel (Parallel to IIFTC Event)	The Lalit Mumbai
3:30 to 4:00 p.m.	Industry roundtable and media	The Lalit Mumbai
4:30 to 6:00 p.m.	Joint Statement release	Trendz at The Lalit Mumbai
6:30 to 8:00 p.m.	Mumbai Social Summit	The Leela Mumbai
6:30 to 8:00 p.m.	Gala dinner	The Leela Mumbai

### Saturday, March 7th, 2020

Time	Activity	Location
8:30 to 9:00 a.m.	Morning Briefing	The Leela Mumbai
9:30 to 12:00 p.m.	India International Film Tourism Conclave (IIFTC) Event	The Leela Mumbai
12:00 to 2:00 p.m.	1:1 Government and Institutional Meetings	The Leela Mumbai
2:30 to 4:30 p.m.	Visit to Yash Raj Studio and Balaji Studio	YRS Office
5:30 to 6:30 p.m.	Visit to The Gateway of India	Apollo Bandar, Mumbai
11:55 p.m.	Flight Mumbai – Toronto–Calgary	



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